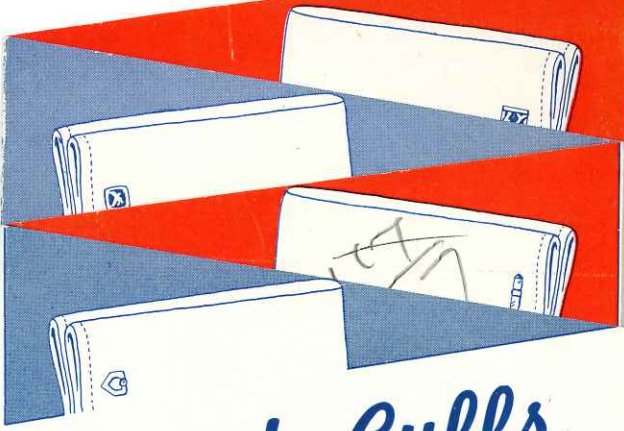
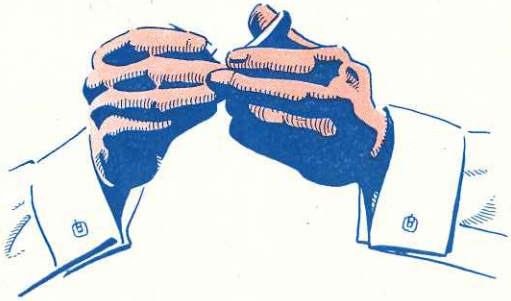


French Cuffs

ARE BACK!

XD 2/422

PATENT OFFICE
JAN 14 1937
DESIGN DIV



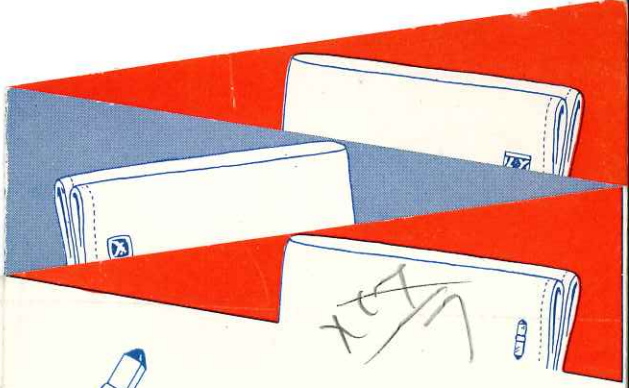
Of course a lot of well-groomed men never gave them up. But to the younger men the return of French cuffs is an interesting and welcome revival.

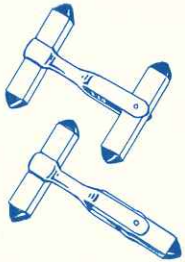
Every man who buys the new French Cuff shirts is sure to need cuff links; for French cuffs mean cuff links — and cuff links mean SWANK!

Swank offers many different types of buttons, correctly interpreting every modern style trend, designed for every taste.

Swank

Jewelry Accessories for Men



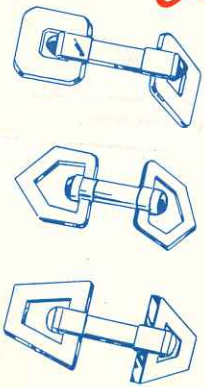


Swank
AIRWAY LINKS

There's real personal satisfaction in wearing cuff links like these — they're smart — they're modern — and so easy to insert and to remove from cuffs.

$1.00 to $5.00

French Cuffs are Back



Swank
BIT LINKS

A man's cuffs have a way of getting into the lime-light many times a day and at such revealing moments his cuff links receive critical attention. These Bit Links, smart in themselves, add that well-groomed appearance to French cuffs.

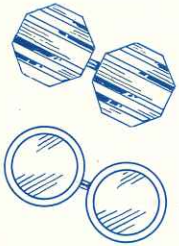
$1.00 to $5.00

Swank
SEMI-BIT LINKS

These new Swank links for French Cuffs combine the utility of the easily-inserted Bit with the approved correctness of the conventional link. There's a choice of shapes and the stone-set ends may be matched with shirt colors.

$1.00

French Cuffs are Back



Swank
CHAIN LINKS

You'll find Swank Chain links peeping from the cuffs of men who prefer jewelry accessories of a more conservative character. Simple in design — but ever in the best of taste.

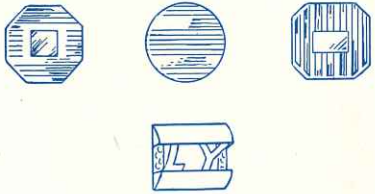
$1.00 to $5.00

KUM-A-PARTS
THE ORIGINAL SEPARABLE BUTTON
for
FRENCH CUFFS

French Cuffs are Back

The reliable click-open, snap-shut action has endeared these convenient cuff buttons to millions of men. Today, in smartly-modern designs, KUM-A-PARTS march to new heights of popularity with the revival of French Cuffs for which they were originally designed.

$1.00 to $5.00
In precious metals up to $35.00



The Personalized
KUM-A-PART
WITH THE WEARER'S OWN INITIALS

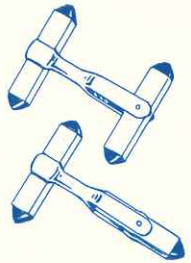
Of course a lot of well-groomed men never gave them up. But to the younger men the return of French cuffs is an interesting and welcome revival.

Every man who buys the new French Cuff shirts is sure to need cuff links; for French cuffs mean cuff links — and cuff links mean SWANK!

Swank offers many different types of buttons, correctly interpreting every modern style trend, designed for every taste.

Swank

Jewelry Accessories for Men

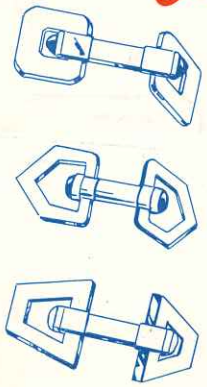


Swank
AIRWAY LINKS

There's real personal satisfaction in wearing cuff links like these — they're smart — they're modern — and so easy to insert and to remove from cuffs.

$1.00 to $5.00

French Cuffs are Back



Swank
BIT LINKS

A man's cuffs have a way of getting into the lime-light many times a day and at such revealing moments his cuff links receive critical attention. These Bit Links, smart in themselves, add that well-groomed appearance to French cuffs.

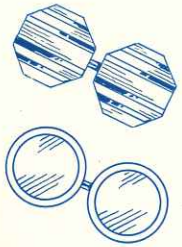
$1.00 to $5.00

Swank
SEMI-BIT LINKS

These new Swank links for French Cuffs combine the utility of the easily-inserted Bit with the approved correctness of the conventional link. There's a choice of shapes and the stone-set ends may be matched with shirt colors.

$1.00

French Cuffs are Back



Swank
CHAIN LINKS

You'll find Swank Chain links peeping from the cuffs of men who prefer jewelry accessories of a more conservative character. Simple in design — but ever in the best of taste.

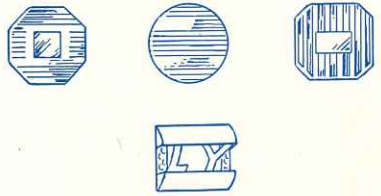
$1.00 to $5.00

KUM-A-PARTS
THE ORIGINAL SEPARABLE BUTTON
for
FRENCH CUFFS

French Cuffs are Back

The reliable click-open, snap-shut action has endeared these convenient cuff buttons to millions of men. Today, in smartly-modern designs, KUM-A-PARTS march to new heights of popularity with the revival of French Cuffs for which they were originally designed.

$1.00 to $5.00
In precious metals up to $35.00



The Personalized
KUM-A-PART
WITH THE WEARER'S OWN INITIALS

Swank

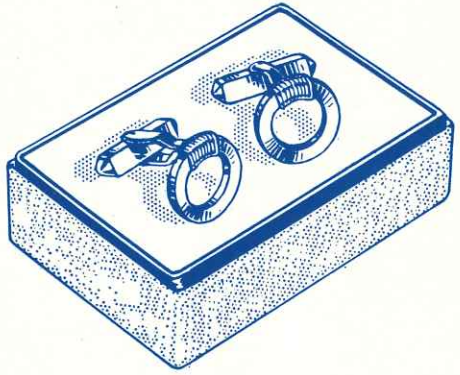
Jewelry Accessories for Men

PATENT OFFICE
JAN 14 1937
DESIGN DIV

Swank

CUFF LINKS

retailing from $2.50 and up come in box illustrated above.



Swank

CUFF LINKS

retailing up to $1.50 come in box illustrated above.

French Cuffs

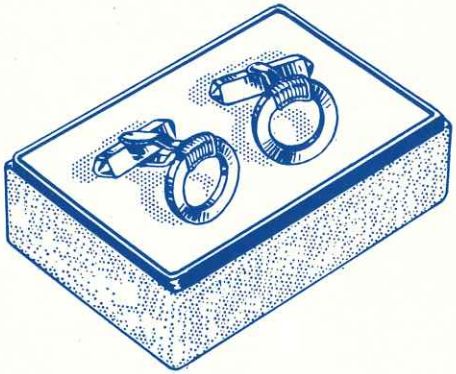
ARE BACK!

XD 2/422

PATENT OFFICE
JAN 14 1937
DESIGN DIV

Swank
CUFF LINKS

retailing from $2.50 and up come in box illustrated above.



Swank
CUFF LINKS

retailing up to $1.50 come in box illustrated above.

Swank

Jewelry Accessories for Men

PATENT OFFICE
JAN 14 1937
DESIGN DIV